



Committee on Student Fees and Budget Review

UNIT REPORT: LEAD CENTER

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Introduction to the Unit

The LEAD center, which stands for Leadership, Engagement, Advising, and Development is a student involvement center blended with leadership development. The center also gives advising and support to Cal Greeks, ASUC, Cal Debate Team, and the Student Cooperative Committee. The range of assistance varies from offering financial counseling to event planning to organizational retreats.

LEAD has 4 professional staff members working with the 66 fraternity chapters, four councils, three professional staff members working with the ASUC student government, and one professional staff person working with the 1,000 - 1,200 student groups and organizations on campus.

Aside from offering leadership counseling to various student groups, the LEAD center offers workshops for students such as Leadershape, a weeklong leadership retreat for summer students. For students looking to get involved and make an impact in the Cal community, the LEAD center has a plan mapped out: Observe, Involve, Lead. The center helps students find and join a group, become an active member of the group, and then eventually hold a leadership position within that particular group.

LEAD has seen recent success with its Project Gold program, serving 75 first year residential students who seek advice on how to take more responsibility as leaders within their direct communities, which is receiving about \$115K in CACSSF fundings. The Center also offers a New Member Academy for first year sorority girls on campus; a program that teaches young women not only tips on how to adjust but on how to help their peers adjust to Greek life.

The center spends approximately 60% of its time advising and 40% of its time programming. However, LEAD holds a student-initiated philosophy that encourages student groups to do their own programming. The center offers both drop in hours and scheduled meetings to help individual students and groups realize leadership potential.

Unit Director Meeting Findings

Being a service provider, most of the LEAD Center's expenditures go toward payroll. The Center is also a profit generating organization and thus may never have a stable budget from year to year. Most of the money funding the program comes from student union profits. There is some CACSSF financial support this year as well however no operational or student fee money runs the program.

Last year LEAD spent approximately \$2.457M, about 41% or \$1.036M of which was designated student fees. The center saw a \$241K net operating deficit at the end of the academic year. In this coming year for 2014/2015 the unit expects to see total expenses of just over 3.3 million and a new operating deficit of \$368K.

There is currently no issues funding the center and financial constraints are not affecting the services provided. LEAD would like to make more hires to expand its range and availability of assistance and programs, but does not see personnel growth as a necessity. With more money, the LEAD center would look to expand into educational opportunities such as creating a leadership minor on campus, establishing classes, and implementing an international exchange program for students interested in experiencing leadership opportunities abroad.

Compliance with Guidelines

The SSF guidelines indicate that the student services fee is intended for use for, but not limited to: services related to psychological health and well-being of students, social and recreational programs, services related to campus life and community, and career support.

The LEAD Center is in compliance with the SSF guidelines as the services it provides are complementary to, but not a part of the core instructional program. Mentorship and advising help assist students navigate Cal's extracurricular groups and organizations from an individual and group growth perspective.

Even if a particular group was involved in core instruction, the LEAD Center helps the individual thrive within the group, making sure the service is to the student, not the instruction. However, the aforementioned implementation of a leadership minor on campus would violate the SSF guidelines, disallowing any use of the Student Services Fee for that particular project.

Preliminary Recommendations

Our recommendation is that the LEAD center's student services fee level be maintained. To cut the service's funding would be erroneous as the LEAD center offers key guidance for some of the most influential student lead groups on campus, but to raise the allocation would prove superfluous, especially in a time when money is tight. Dr. Riley, the unit's director, feels confident that the Center can operate within changing fiscal climates. The unit is working well to meet with all the different student groups, provide advice to those particular groups and their students, and offer workshops with its current amount of funding which should thus be sustained.